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**E*TRADE FINANCIAL CORPORATION ANNOUNCES
UPCOMING SPEAKING ENGAGEMENT**

NEW YORK, September 1, 2016 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the Barclays Global Financial Services Conference. A live webcast and replay will be accessible through the E*TRADE Financial corporate website at <https://about.etrade.com>.

Barclays Global Financial Services Conference

Wednesday, September 14, 2016
New York, NY at 8:15 a.m. ET
Paul Idzik, Chief Executive Officer

About E*TRADE Financial

E*TRADE Financial and its subsidiaries provide financial services including online brokerage and related banking products and services to retail investors. Securities products and services, including IRAs, are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Bank products and services are offered by E*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries and affiliates. More information is available at www.etrade.com.

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